

Audience Mapping Worksheet

Step One. Map your audience.

Use the matrix below to assess and prioritize your audience members. Use the **POWER** and **INTEREST** prompts below to access where they fit.



Step Two. Get to know one of your primary audience.

To get to know more about your key audience, let's dive into their **WHY, WHAT, & HOW**. Use the prompts below to assess your key audience & notate essential contextual information.

1. WHY THIS AUDIENCE MATTERS

Why is it important to reach this audience? Keep in mind your bigger purpose in engaging this audience.

What is your desired outcome in reaching this audience? What action or result are you looking for? (increased awareness, funding, policy decisions, etc.)

Audience Mapping Worksheet (continued)

2. WHAT MATTERS MOST TO THIS AUDIENCE

What do they need to know? Keep in mind questions they have about your program, the primary challenges they deal with, and key motivators for action.

What data and information can help inform their decision making?

Notate narrative context, data, and stories that will resonate most with them.

3. HOW WILL YOU REACH THIS AUDIENCE

How will the strategy deliverables for this audience be shared? Keep in mind sharing logistics- presented in a meeting, emailed, posted on a blog, etc.

How do you define success when communicating to this audience? Keep in mind what has and has not worked communicating information to this audience in the past.